

The Training Network™

Tools for Success™



2010 Training Opportunities

***Training Investment
= HVAC Success***



THE TRAINING NETWORK™

The mission of The Training Network is to provide a “network” of quality training and educational opportunities to distributors, contractors, service technicians, employees, and other HVAC organizations that enhance product knowledge, technical competencies, diagnostic capabilities and business skills such as finance, marketing, sales and human resource management.

This “network” consists of traditional manufacturer developed technical and product training, which is among the best in the industry, but also includes online Total Access Training plus a group of HVAC industry leading True Success Partners. The Training Network Programs were developed to assist Distributors and Contractors build and develop their HVAC Business and provide the tools for HVAC Success.

- ** True Success Training– Business, sales and finance classes offered by industry experts.....Page 3 - 5
- ** Total Access Training - 24/7 Online multimedia learning management system.....Page 6 - 7
- ** Top Technician Training – Comprehensive technical training.....Page 8
- ** Time-Out Training – Technical training in specific areas.....Page 9
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- ** Boot Camps – Distributor training events.....Page 12 -13
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NEW FOR 2010



Desert Consultants has been added as a **True Success** Training Partner!See Page 4

Dual Fuel Systems training has been added to **Total Access** Training!See Page 6

New Product Video Library section has been added to **Total Access** Training!.....See Page 7

Personal Campus expanded on-line trainingSee page 7

Dual Fuel Systems training has been added to **Time-Out** Training programs!See Page 9

95% High Efficiency Single Stage Gas Furnace **Service Manual** now available!See page 10

Commercial Package Gas/Electric Units **Service Manual** now available!See Page 10

TRUE SUCCESS TRAINING PARTNERS Experts in helping Contractors become more profitable

Running a successful and profitable HVAC contracting business requires more than just technical skills. The Training Network has partnered with several dynamic HVAC Industry leading trainers to bring you a comprehensive selection of classes in non-technical areas such as:

- **Sales** These specially selected True Success Training Partners are experts in helping
- **Marketing** Contractors and Distributors become more profitable and successful. See the middle
- **Business** section of this catalog for a comprehensive list of the classes (by category) offered by
- **Operations** the True Success Partners. Each partner has their own unique training style.

DesignStar®-Phil Jeffers



Phil Jeffers, President and Founder of Energy Design Systems, has been an integral member of the HVAC Industry for over 25 years. Phil created the DesignStar Marketing and lead generation program exclusively for Rheem and Ruud Contractors. The DesignStar program allows contractors to provide potential customers using the Internet with quick, easy-to-understand HVAC Product and Service solutions. A training experience with Phil will be unforgettable and rewarding!

Contact information:
DesignStar - Phil Jeffers
Phone: 1-800-221-HVAC or 610-715-7738
E-mail : energyd@energyd.com



Collier Consulting Group

Ron Collier



The Collier Consulting Group, founded in 1991 by Ron Collier, is a respected consulting firm to the construction industry, providing HVAC contractors and distributors with business management consulting, resources and software. Ron Collier received his Ph.D. in instructional development from Purdue University. He spent 15 years as a business educator and

consultant, and then became training coordinator for a major manufacturer of heating and air conditioning equipment and continued in that position for over seven years. Ron was instrumental in the development of workshops, mini-courses and videotapes in the areas of business development and financial management, helping over 2000 contractors develop profitable and successful businesses.

Contact information:
Collier Consulting
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Website: www.collier-consulting.com



Ligon Consulting

Bill Ligon



Bill Ligon has been in the HVAC industry since 1957. He owned and operated his own contracting company for 23 years. He has been at the brink of disaster, survived, recovered and tells a happy ending story that Contractors will identify with. Bill's goal is to "make a difference" and "change the lives" of Contractors just as a consultant did for him when he was a new business owner. Bill offers financial management and sales workshops.

Contact information:
Ligon Consulting
Bill Ligon
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TRUE SUCCESS TRAINING PARTNERS CONTINUES...

Hudson, Ink
Adams Hudson



Hudson Ink is a marketing firm that creates and distributes a variety of marketing and information products for the HVAC and Plumbing Industry. Hudson Ink focuses on helping the in home service contractor market more effectively with turn- key customer newsletters, custom copywriting, ad design and marketing strategy. Adams offers onsite training workshops (but only a limited amount per year) along with a variety of other services and tools that will help contractors increase sales.



Contact information:

Hudson Ink
Adams Hudson
Phone: 800-489-9099
Fax: 334-262-1115
E-mail: adams@hudsonink.com
Website: www.Hudsonink.com

JBResources
Jay Rathbun



Jay Rathbun has over 14 years working experience in the HVAC Industry, including working as a "comfort advisor" (aka sales representative) for a successful HVAC Contractor business for over ten years. He has spoken with thousands of Contractors nationwide, and understands their needs and challenges. Jay has developed a series of sales programs that are designed to share with Contractors how to make the most of the opportunities they have to sell a consumer.



Contact information:

JBResources
Jay Rathbun
Phone: 314-882-5489
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Website: www.jbresources.com

Desert Consultants
Jack Nagy



Jack Nagy, president of Desert Consultants, has over 30 years of HVAC distribution and management experience. Desert Consultant's mission is simple: Increase customer sales and profitability. In today's economy, it makes sense to take advantage of resources that provide a competitive advantage in the marketplace. Desert Consultants has earned a reputation among its customers as the premier provider of customized tools and techniques that provide this advantage.



Contact information:

Desert Consultants
Jack Nagy
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E-mail: jack.nagy@cox.net

TRUE SUCCESS TRAINING PARTNERS continues....

Sales Improvement Professionals

Jim Hinshaw

Jim Hinshaw founded SIP Inc. in 1999. Jim has many years of experience in the HVAC Industry including executive positions with both a major manufacturer and a 23 year old Contractor company. He enjoys training sales, technical, and management team members with companies that want to increase profits and grow to the next level. Jim is dedicated to bringing real world experience to help enhance Contractor and Distributor sales and marketing efforts.



Contact information:

SIP, Inc.
Jim Hinshaw
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E-mail: JimHinshaw@SIPTraining.com
Website: www.SIPTraining.com



Vital Learning Experiences

Vicki & John LaPlant

John and Vicki LaPlant have been in the HVAC, plumbing, and refrigeration industries for a combined 60 years. Everything they share from their vast HVAC industry experience has helped produce some of the most successful contractors in the industry. VLE offers contractor and distributor training seminars focused on results-oriented systems. The VLE vision statement is: "Real world training, consulting and service that makes a difference."



Contact information:

Vital Learning Experiences
Vicki & John LaPlant
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Website: www.vleishvac.com



True Success Training Partner Testimonials...

Phil Jeffers - Design Star®

"Now with the full implementation of DesignStar, Contractors can provide time-management savvy homeowners with the home comfort solutions they desire at a lightning response rate." Gary from AR

Vital Learning Experiences

"I am so grateful to the both of you. Had I not taken your seminar and implemented your pricing structure we would still be struggling." Cheryl from WI

Sales Improvement Professionals

"This workshop will probably be the single most important thing I've done to invest in my company's future!" Scott from TN

Collier Consulting

"Having little formal business training, being a young company and experiencing a 50% growth rate, this program helped us keep control of our finances." Rick from NC

Hudson Ink

"Remarkably – and this is still hard for me to believe – within 1 year of using your ads and advice, our sales more than doubled. This product paid for itself virtually from the first week!" Ken from MI

JBResources

"This was a very hands on class – fun and informative. Having a HVAC Professional instruct was great!" Rich from CO

Desert Consultants

"This was probably the most informative class I have attended. All of the information was great. I would recommend this class to anyone." John from AZ

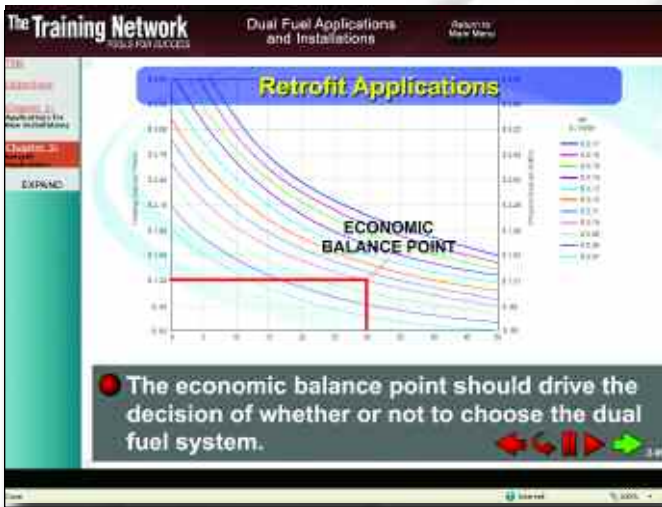
Ligon Consulting

"The best class I have ever been to. I give it a 10+!" James from AR



TOTAL ACCESS TRAINING

AVAILABLE 24 HOURS A DAY 7 DAYS A WEEK



Total Access training is online training that is accessible 24 hours a day 7 days a week. A contractor's busy work schedule does not always allow time for traditional classroom training. Total Access training is an alternative learning solution that is AFFORDABLE and CONVENIENT!

We have taken the quality content from many of our technical classroom training programs and made it available as Total Access online classes. You choose the place and the times that are convenient for you! All that is needed is a computer and a high speed internet connection.

It's easy to get started learning!

- Go to TheTrainingNetwork.com
- Click "Total Access Training"
- Click on "View Total Access Classes"
- Select a class and go through normal ordering process
- Class Access code(s) will be e-mailed
- Access codes are good for 6 months from the date of purchase
- Once a class is activated, you have 2 weeks to complete the course
- Stop and start at your convenience during this 2 week period



Available Classes:

- Dual Fuel Systems
- Refrigerant 410A
- Thermostatic Expansion Valves
- Commercial Economizers
- Variable Speed Motor Technology
- Improving Compressor Reliability
- Comfort Control System™



Each participant will have the ability to print a *Certificate of Recognition* upon successfully completing each on-line course.

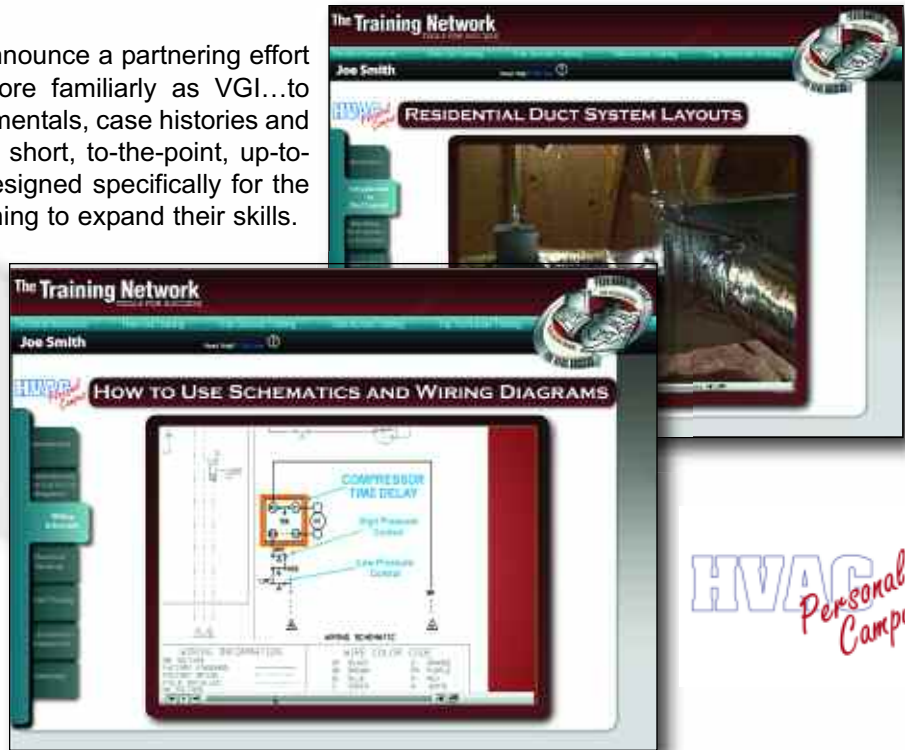
VGI
New Partnership

TOTAL ACCESS TRAINING

Expanding Offering in 2010

The Training Network is pleased to announce a partnering effort with Video General Inc...known more familiarly as VGI...to deliver a growing catalog of HVAC fundamentals, case histories and myth-busting commentaries. These are short, to-the-point, up-to-date and highly informative programs designed specifically for the HVAC technician or contractor team wishing to expand their skills.

Combine an ever-expanding library of HVAC fundamental video programs with an easily accessed on-line learning network and technician training becomes convenient, inexpensive...and effective. Even the veteran technician will come away from every program feeling they learned something new. That's because every program was professionally designed and produced by a team with more than 100 years of experience in HVAC technology, video-based technician training and competency testing.



This innovative HVAC programming will be available in the spring of 2010.



Product Video Library Section Added in 2010

Here you will find videos that showcase the features and benefits of the following:



- RKNL Series Commercial Package Unit
- Heat Pump product Line
- Company History

There is no cost to view these videos on the website and this library will be expanded throughout 2010! DVD's of these videos are also available for purchase under the Specialty Training Category of our website.



Additional classes are periodically added, so check for the latest offerings on www.TheTrainingNetwork.com.

Technical Training **Comprehensive and Focused Technical Training**

The Training Network™ offers industry leading technical training in many areas. Technical classes are taught by specially selected and trained District Technical Representatives and Distributor Service Coordinators. They have many years of combined teaching and field experience and bring strong product knowledge and a diversified skill set to your classroom.

Top Technician training provides in-depth training over a broad area, typically the entire system of a product family. Due to the amount of material presented, Top Technician Training Programs are approximately 4-6 hours in length.

Top Technician Programs

- **Comfort Control² System™ (Serial Communications)**
- **80% Gas Furnace**
- **90 Plus Gas Furnace**
- **Thermostatic Expansion Valves**
- **Residential Heat Pump Systems**
- **Air Conditioning Characteristics**
- **Airflow Characteristics**
- **Split System Electrical A/C Characteristics**
- **Modulating 90 Plus Gas Furnaces**

Product Spotlight

Comfort Control² System™ Serial Communication

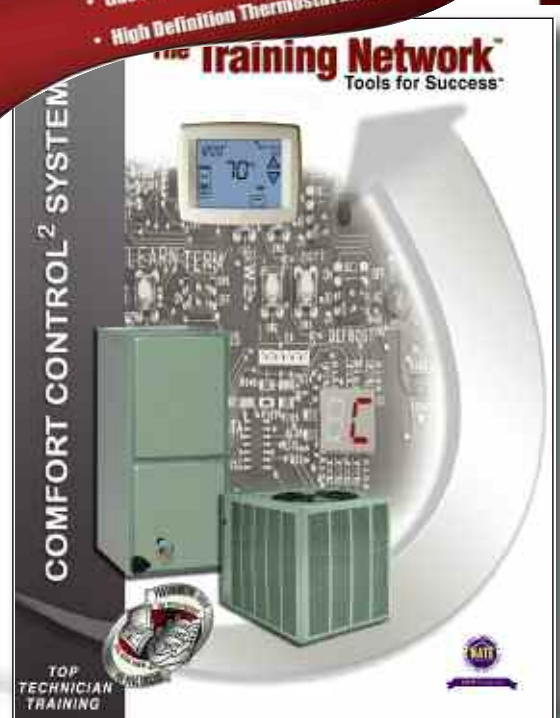
The *Comfort Control² System™* is one of the most advanced methods for providing control and system reliability on the market today. Designed for the installer and technician this new Top Technician Training program covers in great detail the technical aspects of the serial communicating system. Included are general system operations, thermostat set up, specific outdoor and indoor unit operation, diagnostics, serial communicating ECM diagnostics and much more.

Time-Out training classes are recognized by NATE and several states for CEU credits.



Now Includes!

- Gas Furnace Module
- High Definition Thermostat Module



Benefits:

- Increased Technician Competence
- Improved Diagnostic Ability
- Greater Brand Awareness
- Reduced Call Backs

The Training Network™
Tools for Success®

Technical Training

Comprehensive and Focused Technical Training

The Training Network™ offers industry leading technical training in many areas and includes the Time-Out series which provides in-depth training in very specific areas and typically focus on a single component. The Training Network technical training offers something for both the novice and seasoned technician.

Time-Out training provides in-depth training in very specific areas. Since these programs typically focus on a single component they are approximately 2-3 hours in length.

Time-Out Programs



- Dual Fuel Heat Pump
- Variable Speed Motor Technology
- Comfort Control System™
- Improving Compressor Reliability
- Refrigerant 410A
- Commercial Economizers

Time-Out training classes are recognized by NATE and several states for CEU credits.



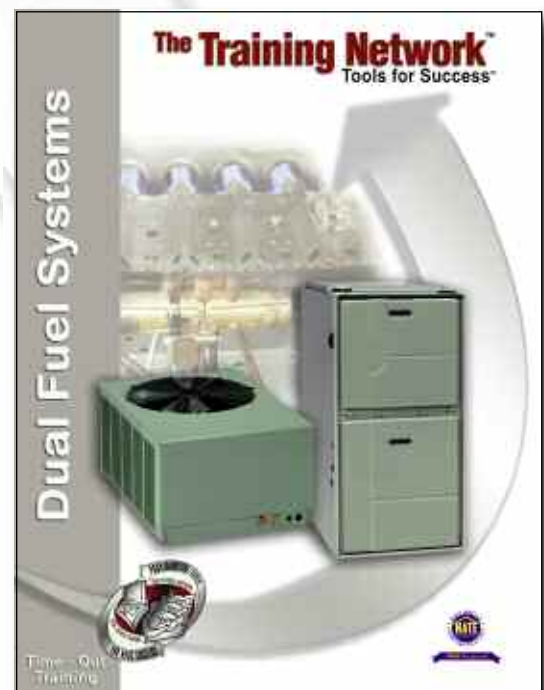
Product Spotlight

Dual Fuel Systems

Time-Out Technical Training

This new Time-Out Training Program targets HVAC technicians and installers by providing detailed technical information, and reviews the operation of a conventional heat pump system and proceeds to dual fuel system theory, configuration, application, installation, service, and diagnostic procedures. This new training kit was developed with the following learning objectives:

- System operation
- Equipment configuration
- Control options
- Balance points (thermal & economic)
- Application details (new installation & replacement)



In addition to technical training, The Training Network offers many other training opportunities including online training, business related training and technical resources. All were developed to help contractors run and profitably grow their HVAC business. To view and order all training resources and materials go to: TheTrainingNetwork.com

Benefits:

- Increased Technician Competence
- Improved Diagnostic Ability
- Greater Brand Awareness
- Reduced Call Backs

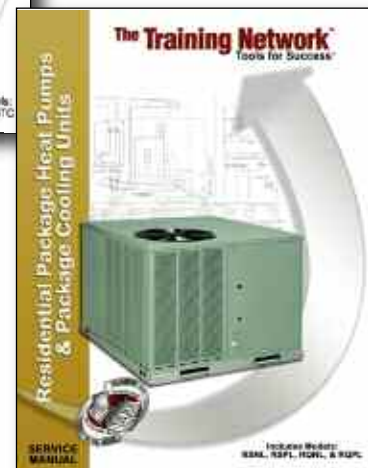
TECHNICAL RESOURCES

Assistance at your fingertips....

The Training Network offers a variety of resources to assist technicians in their day to day activities . These indispensable items include nineteen (19) Service Manuals, Air Duct Calculators, Temperature Pressure Charts, and much more!

Service Manuals:

- 95% High Efficiency Single Stage Gas Furnace **NEW!**
- Commercial Package Gas/Electric Units **NEW!**
- Residential Split System Air Conditioners
- Quiet and Super Quiet 80% Gas Furnace
- 90 Plus Modulating Gas Furnace
- 90 Plus Hi-Efficiency Gas Furnace
- 90 Plus Two-Stage Gas Furnaces
- Low Profile 80% Gas Furnace
- 2-Stage 80% Gas Furnace
- Dual Fuel Package Units
- High Efficiency Oil Furnaces
- Residential Air Handlers
- Residential Split System Heat Pumps
- Residential Package Gas Electric Units
- Premium Oil Furnaces
- Package Air Conditioner & Package Heat Pump
- High Efficiency Residential Air Handlers
- Residential Split System Heat Pumps
- Residential Premium Split System Air Conditioner



Additional Resources:

- Flex Duct Calculator
- Steel Duct Calculator
- Temperature - Pressure Charts



TRAINING SPOTLIGHT

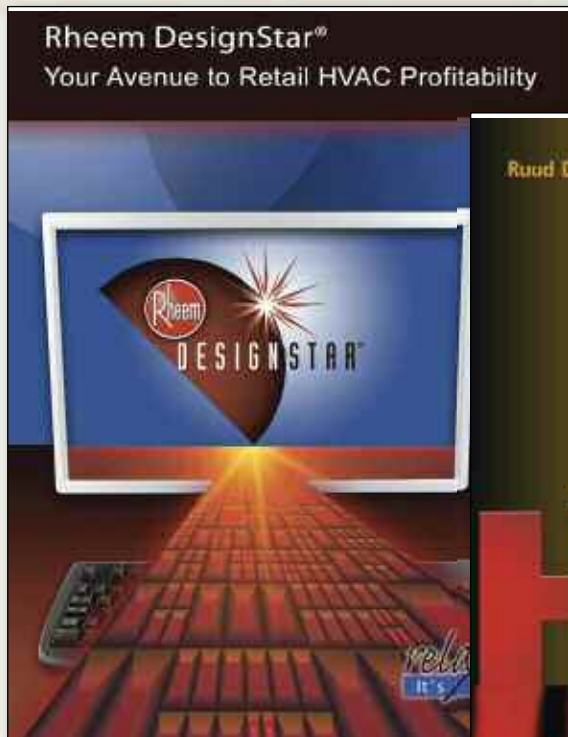
DesignStar® - your avenue to retail HVAC profitability



Consumers today purchase products and services in every conceivable category over the internet. DesignStar is a marketing and lead generation program designed exclusively for Rheem and Ruud Contractors. Contractors now have an electronic tool to provide potential customers with a new vs repair cost analysis. With the full implementation of DesignStar, Contractors can provide time-management savvy homeowners with the home comfort solutions they desire at a lightning response rate.

DesignStar produces a professional proposal complete with a customized cover, AHRI certificate and consumer literature in 15 minutes.

Provides an easy method of demonstrating the benefits and savings of purchasing high-efficiency systems. System selection is made from the very latest AHRI data – no knowledge of equipment model numbers required.



A link to dsireusa.org has been provided to determine any utility rebates, tax credits, or programs available in a specific area.



Contractors can sell higher efficiency systems more easily, differentiate their company from competitors in the marketplace All in 10 minutes! Customized! Easily changed on the fly! Sprocket features offer customers a quick, easy-to-understand HVAC product and service solutions to their home comfort needs – at a profitable margin for your company.

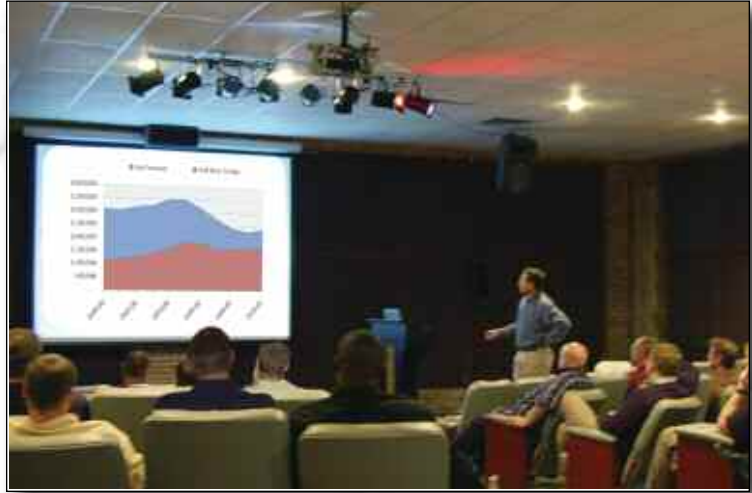
In 2010, *DesignStar: Your Avenue to Retail HVAC Profitability* step-by-step how to manual, will be available covering the following:

- DesignStar - Your Avenue to Retail HVAC Profitability
- DesignStar Sprocket Feature
- How Do I Get Potential Customers To My Site
- Step By Step User Instructions
- Search Engine Market (SEM)
- Radius Marketing

Root BCamps

Exclusively for our Distributors Partners

The Training Network hosts and conducts special live training events each year. One of the most popular of these is the Distributor Boot Camp. This event is “exclusive” to Rheem and Ruud Distributor Partners.



These events are:

- Held in Fort Smith, Arkansas.
- 4 ½ days of extensive Product and Programs training.
- Taught by “subject matter experts”.
- Training is conducted at a unique “state of the art” facility.
- Training includes live equipment presentations and a tour of the manufacturing plant and R&D facility.
- A test is given on the last day. Results are available upon request.

Attendance for these events must be approved and arranged through your Rheem or Ruud District Sales Manager. Not only will attendees gain valuable product and program knowledge, but they will be able to connect with and build upon relationships with Rheem employees and network with other Distributors!

Learning Objectives

- Increased Residential product knowledge
- Expanded Commercial product knowledge
- Understanding of Programs available for the contractor

Instructional Methods

To maximize the educational experience of a Boot Camp, the Training Network employs several instructional methods. These include online prerequisites, lecture, hands on, active participation, and on some occasions games and role playing.



BC Boot Camps

Exclusively for our
Distributors Partners



Attendees will receive training in the following areas:

- Model & Serial # Interpretation
- Features, Advantages & Benefits
- Residential Heating Products
- Residential Cooling Products
- Residential “Walk Around” – a “hands on” visual learning activity
- Accessories and Applications
- Commercial Website Detailed Review
- Commercial Product Presentation and “Walk Around”
- Walking Tour of the Manufacturing and Research & Development Facilities
- National Accounts/Builder Program
- Warranty Review and Administration
- Technical Assistance
- Rheemote.net website overview
- Specification Sheet Usage
- Equipment Performance Calculator
- Industry Relations Update
- Contractor and Top Contractor Programs
- KwikComfort® Financing
- Protection Plus Extended Service Agreements
- Sales Promotions
- Growth Development Program (GDP)
- The Training Network
- DesignStar

Testimonial

“The Boot Camp has been very beneficial to me in my transition to the Ruud product line. I was impressed by Rheem/Ruud commitment to quality.”

John from
South Carolina

2010 Events

Upcoming events will be finalized and posted on TheTrainingNetwork.com site. You may also contact your Rheem/Ruud District Sales Manager for more information.

The Training Network Proudly Supports....



SkillsUSA is a national, nonprofit student organization serving more than 300,000 student and professional members in all 50 states and three U.S. territories. Members are enrolled in trade, technical and skilled service professions, including health occupations.

SkillsUSA is made up of more than 14,000 member classrooms in high schools, career and technical education centers and two- and four-year colleges. SkillsUSA complements technical skills training with instruction in the employability skills that make for a well-rounded worker and citizen.

SkillsUSA activities foster the development of creativity, problem-solving skills, self-esteem and integrity. Students are introduced to the corporate quality culture, which emphasizes the dignity of work, high standards in trade ethics and workmanship, lifelong learning and job safety. Community service, patriotism and an understanding of the free enterprise system are also core elements of a SkillsUSA education.



North American Technician Excellence

Calling all Technicians...

Technicians who have earned NATE certification have proven that they are the finest in the industry and proudly wear the NATE patch—a symbol recognized throughout the industry and to growing numbers of consumers as the mark of technician excellence.

What's in it for you?

NATE-certified techs benefit in more ways than one:

- Earn average higher salaries*
- Considered more valuable to their employer*
- Are in greater demand
- Generate more income*
- Are preferred among consumers**
- Require fewer callbacks*
- Provide customers with peace of mind
- Have proven HVACR skills and knowledge

Certification pays with higher salaries and greater job demand, becoming a NATE-certified tech is one of the most important career moves a technician can make. So what are you waiting for?

Visit www.natex.org to learn more about becoming Nate Certified

Contractors: Give Your Business a Boost!

As a contractor, you need every competitive advantage possible. By employing NATE-certified technicians you're making a statement to your customers that you value quality and recognize best practices.

What's in it for you?

- Watch your profits rise. NATE technicians have higher billable efficiency and 12.9% fewer callbacks.*
- Consumers prefer a NATE-certified technician.**
- Over \$10,000 a year*—that's the value to a contractor of hiring a NATE tech.
- Enhances your company's reputation.
- Shows consumers that your technicians have attained verifiable skill levels and proficiencies.
- Homeowners are 24% more likely to be satisfied with their home comfort system when installed by a NATE-certified tech.**

*Service Roundtable Impact Study

**Decision Analyst Study



Communications...

The Training Network strives to keep the Distributors and Contractors informed of the many new and exciting products and opportunities by using several different tools. Whether it be in the form of the traditional RCN (shown to the right) or by providing specialized True Success Flyers shown below, we are here to assist you find the many training opportunities right at your fingertips.

Each True Success Partner has specialized flyers designed to assist you in advertising and promoting a training event. We provide these printable flyers in pdf format that can be downloaded and printed as needed.



To view or print individual flyers for each True Success Training Partner please visit www.TheTrainingNetwork.com



Visit us at TheTrainingNetwork.com and view the homepage slideshow which displays the newest products, training opportunities, special events and promotions.

The Training Network™

Tools for Success™

- True Success Training
- Total Access Training
- Top Technician Training
- Time-Out Training

Return Policy...

Class materials returned unopened within 30-days are subject to a 20% restocking fee.

- No returns accepted after 30 days.
- All materials not associated with a recognized Training Network class are non-refundable.
- Special sales items not eligible for refund.
- All returns must have a copy of the packing slip.
- Class material is material ordered for a specific Top Technician or "Time-Out" class scheduled with The Training Network.
- Credit allowed for unopened kits as evidenced by unbroken original shrink wrap and serial number not attributed to a student.

Return materials to:

The Training Network Distribution
c/o The Document Centre
470 Mission Street, Unit 8
Carol Stream, IL 60188



TheTrainingNetwork.com

Email: info@TheTrainingNetwork.com

The Training Network encourages Technician Certification through North America Technician Excellence (NATE).

To learn more about becoming a NATE Certified Technician visit www.natex.org

All information was correct at time of printing. Rheem Manufacturing Company reserves the right to discontinue, or change at any time, program and product designs or specifications without notice or without incurring obligations.